indicated in the appended claims, and all changes that come within the meaning and range of equivalents are intended to be embraced therein.

The invention claimed is:

1. A wrap display system, comprising:

a stick;

a flexible display structurally configured to be wrapped around the stick,

wherein the flexible display is wrapped around the stick for facilitating a storage of the flexible display, and

wherein the flexible display is unwrapped from around the stick for facilitating an operation of the flexible display; and

a hinged frame, structurally configured to support the flexible display, comprising:

a hinge support having a first hinge point, a second hinge point, and a rigid arched segment disposed between the first and second hinge points; and

a base support hinged to each of the first and second hinge points for facilitating the storage and the operation positions of the flexible display,

arranged such that during the storage of the flexible display, a portion of the flexible display is partially stored in the arched segment of the hinge support and forms a curvilinear configuration, and during the operation of the flexible display, the portion of the flexible display leaves the arched segment and forms a planar configuration supported by the base supports.

2. The wrap display system of claim **1**, wherein the hinged frame further includes at least one hinge support hinged to at least one rigid base support to facilitate a movement of the hinged frame between the curvilinear configuration and the planar configuration.

3. The wrap display system of claim **2**, wherein the storage position of the flexible display is a curvilinear profile defined by the hinged frame in response to each hinge support being in a closed state.

4. The wrap display system of claim **2**, wherein the operational position of the flexible display is a planar profile defined by the hinged frame in response to each hinge support being in an open state.

5. The wrap display system of claim **2**, wherein, in the storage position of the flexible display, a display segment of the flexible display has a curvilinear profile with at least locally an approximately constant radius, the curvilinear profile being adapted to a profile of the stick.

6. The wrap display system of claim **2**, wherein a first hinge support is hinged to a first rigid base support at a first hinge position and to a second rigid base support at a second hinge position; and

wherein a display segment of the flexible display is adjacent the first hinge support and unattached to the hinged frame.

7. The wrap display system of claim **6**, wherein a distance between the first hinge position and the second hinge position across the first hinge support in an open state relative to a length of the first display segment facilitates the display segment being uniformly stowed within the first hinge support in response to the hinged frame being in the curvilinear configuration.

8. The wrap display system of claim **6**, wherein a distance between the first hinge position and the second hinge position across the first hinge support in an open state relative to a length of the first display segment facilitates the display segment being flat and straight across the first hinge support in response to the hinged frame being in the planar configuration.

9. The wrap display system of claim **2**, wherein a first hinge support of the at least one hinge support includes a first arch segment hinged to a first rigid base support of the at least one rigid base support.

10. The wrap display system of claim **9**, wherein the first arch segment is pivotable relative to the first rigid base support to thereby move the first hinge support between an open state and a closed state.

11. The wrap display system of claim **9**, wherein the first arch segment is further hinged to a second rigid base support of the at least one rigid base support.

12. The wrap display system of claim **11**, wherein the first arch segment is pivotable relative to the first rigid base support and the second rigid base support to thereby facilitate movement of the first hinge support between an open state and a closed state.

13. The wrap display system of claim **9**, wherein a first hinge support of the at least one hinge support includes a second arch segment hinged to a second rigid base support of the at least one rigid base support.

14. The wrap display system of claim **13**, wherein the first arch segment is pivotable relative to the first rigid base support and the second arch segment is pivotable relative to the second rigid base support to thereby facilitate movement of the first hinge support between an open state and a closed state.

15. The wrap display system of claim **14**, wherein the first arch segment is hinged to the second arch segment to further facilitate movement of the first hinge support between the open state and the closed state.

16. A wrap display system, comprising:

a stick;

a flexible display structurally configured to be wrapped around the stick,

wherein the flexible display is wrapped around the stick for facilitating a storage of the flexible display; and

a hinged frame, structurally configured to support the flexible display, comprising:

a hinge support having a first hinge point, a second hinge point, and a rigid arched segment disposed between the first and second hinge points; and

a base support hinged to each of the first and second hinge points for facilitating the storage and the operation positions of the flexible display,

arranged such that during the storage of the flexible display, a portion of the flexible display is partially stored in the arched segment of the hinge support and forms a curvilinear configuration.

17. The wrap display system of claim **16**, wherein the hinged frame further includes at least one hinge support hinged to at least one rigid base support to facilitate a movement of the hinged frame between the curvilinear configuration and a planar configuration.

18. The wrap display system of claim **17**, wherein a first hinge support is hinged to a first rigid base support at a first hinge position and to a second rigid base support at a second hinge position;

wherein a display segment of the flexible display is adjacent the first hinge support and unattached to the hinged frame; and wherein a distance between the first hinge position and the second hinge position across the first hinge support in an open state relative to a length of the first display segment facilitates the display segment being uniformly stowed within the first hinge support in response to the hinged frame being in the curvilinear configuration and further facilitates the display segment